

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.09

RICHARD
DIENER
COMPANY
INCORPORATED

1921
EDITION

LIBRARY
RECEIVED

U.S. DEPT. OF AGRICULTURE



KENTFIELD
MARIN COUNTY
CALIFORNIA

DIENER GLADIOLI
"JACK LONDON"
NUMBER 38



204 Thomas Tent



204 Mrs Willard P. Ward



204 Frank T. Lynne



83 Mrs Willard P. Ward



Richard Dionor



Medal of Honor
conferred upon
Richard Diener
at the
World's Fair
San Francisco, 1915



Notice to Foreign Customers

Money Orders from Foreign Countries should be made out to the post office in San Rafael, California, U. S. A.

Terms of Sale

While we exercise the utmost care to have all our stock true to name, we give no warranty, express or implied, as to crop, and will not be responsible for results, other than to replace stock not true to name.

Cash with order or in advance of shipment. No C. O. D. orders accepted unless at least 20 per cent of amount is sent with order.

We do not ship bulbs or plant orders for less than one dollar (\$1.00). All orders are filled inside of two days after arrival here, so if you have not received your shipment inside of two weeks, notify us at once.

Firms with good standing are given credit from 60 to 90 days. On orders amounting to more than \$25.00 we will give a discount made up of extra bulbs and seeds to the trade only. We ship Gladioli from November 1st to May 1st.

May 1st is our last day of planting.

Only bulbs and small bulbs will be shipped this year, as we need all our bulblets for propagating. We call a bulb anything from an inch or over in diameter.

While our stock of bulbs this year runs into the millions, we feel that we can take care of any amount of orders with the exception of a few varieties of which our stock is limited. We request our Northern and Eastern customers to send their orders in at an early date, but advise not to have the bulbs shipped them until after March 1st, at which time all danger of heavy frosts will be over and the bulbs will not be frozen in transit.

As we send orders out immediately after they arrive, we will not send out acknowledgment of receipt of order, except in instances where goods are desired at a later date.

We pack our shipments carefully and there is hardly any danger of them being frozen in transit, but advise if the package should arrive in zero weather to leave it in a cool, frost-protected place for at least two weeks before unpacking, so that if they should have been frozen they will gradually thaw out. If they are unpacked in a frozen condition and brought in a warm place, they will be killed instantly, while when they are thawed out slowly in a cool place there will be no danger or injury to the bulbs, as they can stand quite a bit of frost.

We do not pay any postage charges on anything except seeds. On Gladiolus bulbs we will give extra bulbs to cover postage charges that our customers will pay. On Parcel Post packages we have to pay postage at this end and collect C. O. D. from customer, and, by return receipt we know instantly that package has reached destination. If package has been lost in transit we are able to trace it in this way, and be compensated for the loss.

We recommend THE FLOWER GROWER to our friends and customers. Published monthly. All flower lovers should be regular subscribers. Subscription price: Three years, \$2.50; one year, \$1.00. Madison Cooper, publisher, Calcium, N. Y.

ORDER SHEET

RICHARD DIENER CO.

Kentfield, California

Greeting

To our many friends and patrons all over the world.

We take great pleasure in presenting this, our new catalogue for the season 1921. We wish to thank you for past favors and interest shown in our productions, and assure you that we will do even better in the future as we are now in a much better position to do so. We also wish to thank you for the many kind letters and testimonials which we were unable to answer separately.

RICHARD DIENER CO.

All the varieties listed in this catalogue are Mr. Diener's own productions and in the description of colors we have only given the fundamental colors, as it is almost impossible to describe the shadings precisely.

Every one of the varieties, with the exception of those we put out this year, have now been grown in all parts of the world and they have done just as well everywhere as here in California. Many people think that our superior climate here is responsible for our large size flowers and magnificent colorings, but this is due to the variety and not to the climate. Reports from the Middle Western States show that our varieties have done even better there than with us here, as you will note by reading the testimonials from parties who purchased our varieties. Our climate is the most suitable for producing perfectly ripened out bulb, because after digging we leave same in the open air and full sun for at least six weeks. When so treated the bulbs will not sprout before being planted again and they will be full of life and vigor. It is impossible in Northern and Eastern States to produce bulbs of such high quality, as the rains and early frosts there make such treatment impossible. Hence, the surprise of the people when they receive our bulbs.

Most people who raised our bulbs and at the same time raised other varieties from other growers, write us that our varieties excel all others in size, beauty of coloring, and vigor of growth; as you will note when reading the testimonials they send us of their own free will, in appreciation of the quality of our varieties.

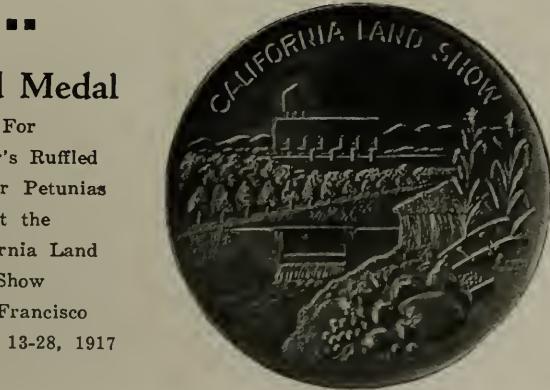
We have had this summer, daily visitors from all parts of the world, and we invite every lover of Gladioli, in the trade as well as amateurs, to visit our place in the flowering season, which is from June to September. Kentfield is fourteen miles from San Francisco on the Northwestern Pacific Railroad. It takes 55 minutes from the San Francisco Ferry building to reach our place, which is a block from the Kentfield station.

Our place is closed on Sundays and holidays, but if notified by mail or phone a day or two ahead, the premises will be open. **Telephone No.: San Anselmo 114-J.**



Gold Medal

For
Diener's Ruffled
Monster Petunias
at the
California Land
Show
San Francisco
October 13-28, 1917



Gladioli

GLADIOLUS CULTURE

Gladioli will grow in almost any kind of soil, but a heavy clay or adobe soil containing some sand seems to be a most ideal ground for them. Have the ground well plowed to a depth of ten or twelve inches and do not use any new straw fertilizer such as fresh horse manure, as this always has a tendency to affect the health of the bulb. A place which has been heavily fertilized the year before is all right. As to the depth of planting the bulb, we rather think this is a matter of locality and each one should make this test on his own grounds. Here we plant our bulbs from two to three inches under the surface, but on light sandy ground we think the bulbs should be planted an inch or two deeper.

Gladioli, in order to develop to perfection, should be planted in an open spot where the sun will strike the whole day long. When planted in a shady spot or under trees, their growth is stunted and the colors will not come out to perfection.

The greatest need of Gladoli in order to bring them to perfection is plenty of water from the time they are six or eight inches high until they commence to flower; in fact, all the water they can stand. And even after they have flowered, in order to build out the bulbs they should have just as heavy a watering for at least a month after they are done flowering. This we find in our experience is the most essential thing in growing Gladioli. Do not plant Gladoli in the same place where planted the previous year.

As our Gladiolus varieties are naturally very large we do not recommend any heavy fertilizing. Heavy fertilizing will produce much larger flowers, but at the same time will lessen the vitality of the bulbs. In case a heavy fertilizer is used the bulbs will easily die during the Winter as a result of it—but we recommend top fertilizing with dry blood and bone meal (equal parts of each), mixed with the soil, working it in with a hoe. Liquid cow manure or liquid sheep manure (if not overdone) is very good, too, without doing any harm to the bulbs.

At all times from the planting till bulbs are being dug up, the ground should be well cultivated and kept free from weeds. This is very essential.

When the flowers are cut there should be at least four full leaves left on the bulb, and the cutting of flowers should be done by punching the point of a knife sideways into the stem and then cracking the stem over. This is important in order that the bulb may continue its natural growth.

Many people make a great mistake when cutting flowers, as they cut all the leaves away. By doing this the shock on the bulb is so great that many of them will die over the Winter. The new bulbs build out after flowering and need as many leaves as possible to accomplish it. For this reason when cutting flowers spare the leaves.

When flowers are open do not water them when the sun is shining, as this will surely ruin the flowers; water either early in the morning or in the evening. In ground where the leaves show too light a green, either treat it with Scotch soot or sprinkle the ground with fresh Portland cement. This will darken the leaves and make the plants much healthier.

Under no conditions do we recommend nitrate of soda or any other chemical fertilizers, as they have a bad after effect on the bulbs.

When digging the bulbs do not cut the leaves off at once. Leave them on for at least ten days or two weeks. Pile them out in the open so that the green leaves will throw the moisture out of the bulbs and help the bulbs to ripen naturally. After the green is cut off, leave them in a frost-protected place for at least another two weeks, then clean them and store away for the Winter. They should not be put in boxes deeper than six inches. Give them plenty of ventilation.

Gladiolus Price List

Medium sized bulbs of all varieties will sell for half catalogue price. They will be shipped in dozen or hundred lots only; except in the higher priced varieties, where prices are given of large and small sizes.

No. 1. "MRS. WILLIAM KENT"

Light fawn to light ashes of roses; old rose in throat; sometimes lightly striped with rose-pink. The color of this variety is so exquisite and so suitable for cut flowers that we predict that it will soon be grown in large quantity. It is a very rapid propagator. Flowers are 6 inches in diameter and spikes 4 to 5 feet high....

Per Bulb	Per Doz.	Per 100
\$0.25	\$2.50	\$20.00

No. 4. "SARAH LILLIE"

Reddish-lavender; throat ruby, mottled with white. Flowers 5 inches in diameter; spikes 3 to 4 feet high.....

.15	1.00	7.50
-----	------	------

No. 9. "SAUSALITO"

Rose pink, overlayed with salmon; brilliant ruby throat; heavy ruffled flowers 5 inches in diameter, stems 3 to 4 feet high.....

Large Bulb	Small Bulb
2.50	1.25

No. 10. "ANNA EBERIUS"

This variety has created a sensation everywhere, with growers and amateurs alike. It will be one of the most grown varieties in the next few years; its coloring, growth and propagating is unexcelled. Dark velvety purple; throat deeper shade; flowers 6 inches in diameter, spikes 3 to 4 feet high; fine, long, well-set spikes

Per Bulb	Per Doz.	Per 100
.15	1.50	12.00

No. 13. "SUNSET"

Pale flesh pink, overlayed and striped with rose pink; faint yellow throat; flowers 5 inches in diameter, stems 5 feet high.....

1.00	10.00	-----
------	-------	-------

No. 19. "MYRTLE McNALLY"

Cream with touches of rose-pink on edges; ruby in center; canary yellow lip; heavily ruffled; very vigorous growth, with abundant foliage; flowers 6 inches in diameter, spikes 4 to 5 feet high.....

.15	1.50	12.00
-----	------	-------

No. 22. "SAN ANSELMO"

Pure white, slightly striped with ruby pink. Immense free flowering; fine for cut flowers. Flowers 6 inches in diameter, spikes 4 to 5 feet high

.25	2.50	20.00
-----	------	-------

No. 23. "DIENER'S AMERICAN BEAUTY"

Brilliant American Beauty color, with creamy yellow throat; one spike opening a large number of flowers at one time forms an immense bouquet of beauty; flowers 6 to 7 inches in diameter, spikes 4 to 5 feet high.....

1.00	10.00	-----
------	-------	-------

No. 24. "D. J. WHITNEY"

Salmon-flesh, with two striped and spotted yellow and red under-petals; opens in a full cluster at the apex of the stem, giving the appearance of a Canna; flowers 5½ inches in diameter, spikes 4 to 5 feet high. Earliest of all; good for forcing.....

1.00	10.00	80.00
------	-------	-------

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

		Per Bulb	Per Doz.	Per 100
No. 31.	"PRESIDENT C. C. MOORE Salmon-pink, darker throat, steel-blue mottled and striped; nice, long, wiry spikes with flowers well placed; flowers 6 inches in diameter, spikes 6 to 7 feet high.....	.25	2.50	20.00
No. 32.	"FAIRFAX" Solid magenta; lip of throat light yellow with a deep magenta spot; flowers 5½ inches in diameter, spikes 5 to 6 feet high.....	.15	1.50	12.00
No. 38.	"JACK LONDON Light salmon with brilliant orange flame stripes; golden yellow throat with ruby striped center; flowers 5 inches in diameter, spikes 5 to 6 feet high..... Our best commercial variety and largest propagator. Will soon be grown by the million. It is perfect in every way. As a cut flower it is our most profitable variety, as we have never been able to supply the demand. It makes a wonderful showing under artificial light. We recommend everyone to plant as many bulbs of this variety as possible, as it surely is a most profitable investment. Even the smallest bulb-let will bring five months after planting, a 4 foot spike.	.50	5.00	40.00
No. 39.	"DR. LINCOLN COTHRAN" Salmon-pink, blue striped, yellow throat; fine form and bloom; flowers 5 inches in diameter, spikes 4 to 5 feet high.....	.25	2.50	20.00
No. 50.	"QUEEN OF THE NIGHT" Deep maroon, almost black; flowers 5½ inches in diameter, spikes 4 to 5 feet high..... The Reverend Alb. Dede of Mitchell, Ontario, Canada, writes us the following in regard to Queen of the Night: "Every year I have about one extra good flower in my collection. Last year, it was Kundred's Purple Glory. This year it is your Queen of the Night. It is simply wonderful, tall, large flower, and of velvety maroon; like burnt into the petals, and yet glossy. It certainly is a great glad."	Large Bulb 5.00	Small Bulb 2.00	
No. 67.	"MRS. J. K. ARMSBY" Coral pink, slightly blended, creamy yellow throat sprinkled with ruby; flowers 6 to 7 inches in diameter, stems 5 to 6 feet high; there are a great amount of flowers open at one time, same of very lasting quality. This is one of our finest productions and surely will satisfy any critic. All who reported on this variety praised it highly.....	Large Bulb 15.00	Small Bulb 7.50	
No. 70.	"LILLIAN HARRIS COFFIN" Light rose-pink, salmon striped; yellow lip; nice long spikes; fine for cut flowers; flowers 5 to 6 inches in diameter, spikes 4 to 5 feet high.....	Per Bulb 1.00	Per Doz. 10.00	
No. 82.	"JOHN MERLE COULTER" Rich scarlet, dark maroon (almost black) throat, slightly overlaid with ruby; flowers 5 inches in diameter, spikes 3 to 4 feet high.....	Per Bulb .25	Per Doz. 2.50	Per 100 20.00
No. 83.	"MRS. WILLARD RICHARDSON" Deep crimson, maroon center; large, flaring flowers; flowers 5 inches in diameter, spikes 4 to 5 feet high. An unexcelled red which does not fade.....	.25	2.50	20.00

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA



NO. 50—"QUEEN OF THE NIGHT"

NO. 204—"FRANK J. SYMMES"

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

No. 89.	"NORMA KRAUSGRILL"				
	Light rose pink, slightly deeper striped, throat canary yellow and dark rose sprinkled center; flowers 6 inches in diameter, stems 4 to 5 feet high. Exquisite.....	Large Bulb	Small Bulb		
No. 90.	"CAROLINE FREAR BURKE"	Pure white with brilliant ruby throat; flowers 7 inches in diameter, spikes 4 to 5 feet high.....	.25	2.50	20.00
No. 94.	"SUFFRAGETTE"	White with circle of light lilac running across each petal; creamy white throat; very delicate; flowers 7 inches in diameter, spikes 5 to 6 feet high50	5.00	40.00
No. 96.	"RICHARD DIENER"	Pure rose-salmon, light sprinkling of ruby on creamy yellow center; this is the acme of perfection in coloring, as well as formation of spikes and plant; will rival an orchid in beauty; flowers 6 inches in diameter, spikes 5 to 6 feet high; created a sensation wherever shown.....	Large Bulb	Small Bulb	
		15.00	7.50		
No. 98.	"MABLE HUBBARD"	Pure white, lip of throat light canary covered with violet spot; very fine spikes; flowers 4 inches in diameter, spikes 3 to 4 feet high.....	Per Bulb	Per Doz.	Per 100
		.50	5.00	40.00	
No. 101.	"ELSE ROSE"	Cattleya pink, a blending of rose-pink shading out to white, with creamy yellow throat; orchid flowering; extra fine; flowers 5 inches in diameter, spikes 3 to 4 feet high.....	.75	7.50	60.00
No. 102.	"INA COLLINS"	Delicate rose-pink, shading to very light edge overlaid with deep lilac; lip has circle of primrose edged with light ruby; orchid flowering; flowers 5 inches in diameter, spikes 4 to 5 feet high50	5.00	40.00
No. 107.	"HEART OF JUANITA"	Deep cherry scarlet with crimson and white throat; flowers 5 inches in diameter, spikes 4 to 5 feet long. A very beautiful variety which does not fade in the sunlight.....	Large Bulb	Small Bulb	
		2.00	1.00		
No. 113.	"MRS. NEWELL VANDERBILT"	Light salmon pink, shaded deeper toward center; scarlet throat; heavily ruffled; flowers 5 inches in diameter, spikes 5 feet tall. Clean grower, A-1 variety.....	Large Bulb	Small Bulb	
		10.00	5.00		
No. 120.	"MRS. STANLEIGH ARNOLD"	Soft purple-pink with deep pink throat, one of the most exquisite colors so far produced in Gladioli; well-formed spikes; flowers 6 inches in diameter, spikes 4 to 5 feet high.....	Large Bulb	Small Bulb	
		10.00	5.00		
No. 130.	"THOMAS T. KENT"	Rose-pink with ruby running through center of each petal; very vigorous in growth; this is one of our largest varieties; one of the heaviest propagators; flowers 6 to 8 inches in diameter, spikes 6 feet high. It has proven a favorite everywhere	Per Bulb	Per Doz.	Per 100
		.25	2.50	20.00	

Richard Diener Co., Inc., Kentfield, Cal.

Bellport, L. I., N. Y., July 21, 1920.

Gentlemen: The various Gladoli Bulbs sent me by you have yielded a most satisfactory result and we are confident we have the most gorgeous Gladoli flowers in this vicinity. As soon as your Catalogue is off the press will you please mail me a copy in order that I may make my selections for 1921.

Very sincerely,

DR. P. G. BECKER.

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA



"DIENER'S WHITE"

"MRS. J. K. ARMSBY"

"EMILIE ASHE"

Mr. Richard Diener, Kentfield, Cal.

Dear Sir: The Gladioli Bulbs reached me in zero weather. I put them in the cellar and did not open the package for about two weeks. I found them all O. K. and they are the largest and nicest bulbs I ever received from anyone before. They were packed in splendid shape.

There is a great deal said about old and large bulbs around here, but I agree with you, I cannot see how they become old as new ones form every year, unless one leaves on the old bulbs which should be pulled off about two or three weeks after they are dried.

Thanking you, I remain your Gladiolus friend,

Mantua Sta., Ohio, March 3, 1920.

Mrs. JULIUS H. WINCHEL.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Gentlemen: Just want to write you a few lines to let you know how your Gladioli Bulbs turned out.

They all turned out just as you stated in your Catalogue. Quite a few people who saw them wanted to know where I got the bulbs from. Have given them your name and address and I hope they will give you some new orders.

As soon as your new Catalogue is out I wish you would send me one as I want to order some more bulbs.

Yours very truly,

L. A. BURMEIRTER.

Milwaukee, Wis., Aug. 18, 1920.

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

		Per Bulb	Per Doz.	Per 100
No. 136.	"ADELINE KENT"	*		
	Delicate light rose-pink; straw colored throat with ruby dashes; petals are heavily ruffled from edges in to center; exquisite orchid-like colorings; fine, long, full spikes; flowers 4 to 5 inches in diameter, spikes 4 feet high. One of the most beautiful ruffled Gladioli in existence50	5.00	40.00
No. 145.	"MRS. COTHRAN"			
	Crushed strawberry and ashes of roses; very odd color; fine long spikes; flowers 6 inches in diameter, spikes 4 to 5 feet long.....	.25	2.50	20.00
No. 162.	"MARY ROBERTS REINHART"			
	Cream yellow with canary yellow center; flowers 4 inches in diameter, spikes 4 to 5 feet high20	2.00	15.00
No. 164.	"CAPTAIN ASHER CARTER BAKER"			
	Rich, velvety red with darker center; flowers 5 inches in diameter, spikes 4 to 5 feet high. (This was awarded the silver medal at the P.-P.I.E., 1915, for the best of all the red Gladioli shown.).....	.05	.50	3.50
No. 165.	"DR. FREDERICK J. V. SKIFF"			
	Clear, flesh-pink, light ruby center; sometimes slightly striped with rose-pink; strong, vigorous growth; abundant foliage; one bulb will very often bring up to 130 perfect flowers 6 inches in diameter, spikes 5 to 6 feet high. (Awarded gold medal at P.-P. I. E., 1915.).....	.25	2.50	-----
No. 166.	"DIENER'S WHITE"			
	Milk white with just a faint tinge of pink in throat; flowers 6 inches in diameter, spikes 5 to 6 feet high. (Awarded gold medal at P. P. I. E., 1915.)	Large Bulb 3.00	Small Bulb 1.50	
No. 170.	"MRS. J. E. WEBB"			
	(Withdrawn for a year to increase stock.) Pale blue with violet throat; exquisitely wax-like; very choice; flowers 6 inches in diameter, spikes 4 to 5 feet high.....			
No. 173.	"HAWAII"			
	Rose-pink, light pink center, big brown spot in center of lower petal; clean grower, elegant spike; flowers of large size.....	Large Bulb 1.00	Small Bulb .50	
No. 174.	"ATLANTIS"			
	Rose-pink, maroon mottled center; very large flowers, when open same are almost flat, like immense Amaryllis. Long spikes.....	Large Bulb 3.00	Small Bulb 1.50	
No. 175.	"MRS. LEON DOUGLAS"			
	Flesh salmon pink, orange striped, light yellow and brown spotted in center; the size of the flowers, we believe, is the largest in existence and all are very open and well set on the spikes; the height of the spikes are 6 to 7 feet and have up to seven side spikes on each main spike; the bulbs are of immense size; this is one of the most perfect and most beautiful varieties so far produced.....	Large Bulb 15.00	Small Bulb 7.50	

Richard Diener Co., Inc., Kentfield, Cal.

Gentlemen: The Gladiolus bulbs purchased from you last year were the finest ever. We have some 30 odd kinds, but yours are certainly a revelation in Glads.

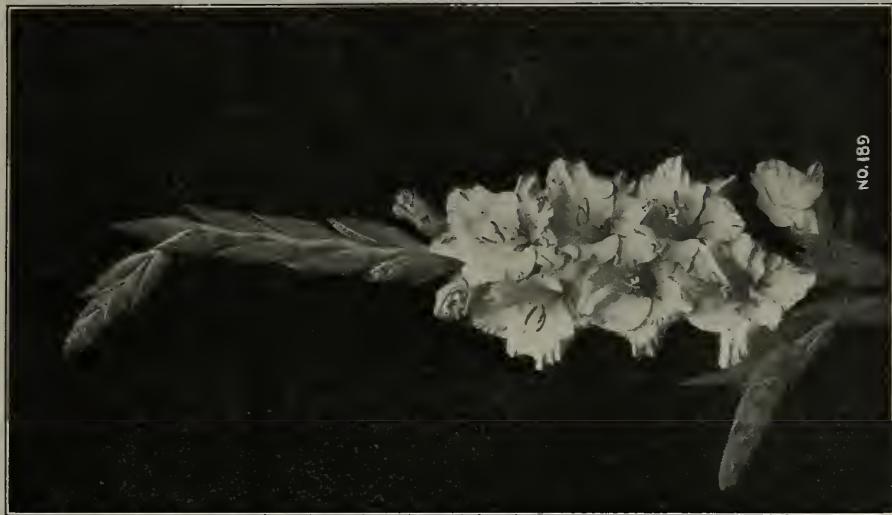
Respectfully yours,

Pontiac, Ill., Dec. 8, 1920.

We have some 30

W. J. MILLER & SON.

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA



"ELIZABETH GERBERDING"



"ADELINE KENT"



"MARTHA FERNEKES"

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

			Per Bulb	Per Doz.	Per 100
No. 176.	"MISS MAUD FAY"	Clean cattleya pink, a light stripe running through the middle of each petal; flowers very open, averaging 6 inches in diameter; spikes never straight, but curved in various directions, are 3 to 4 feet long; this is one of our finest productions; exceptionally suitable for cut flowers; it is a heavy propagator; the smallest bulblet will in five months produce a fine spike..	.50	5.00	40.00
No. 180.	"MRS. TRUXTON BEALE"	Cream, rose-pink striped; very large open flowers; lip yellow and brown sprinkled; fine, long, well-built spikes. A beauty.....	1.50	15.00
No. 184.	"ALMA"	Creamy shell-pink; lower petals yellow speckled with old-rose; heavily ruffled; very large flowers on long well-built spikes.....	Large Bulb 5.00	Small Bulb 2.50	
No. 186.	"LILLIAN WEBB"	Strawberry pink with light maroon velvety center; sometimes slightly striped with chocolate; stems slender, giving the appearance of a lily; flowers 5 inches in diameter, spikes 5 feet high.....	Per Bulb .05	Per Doz. .25	Per 100 2.00
No. 187.	"COSTA RICA"	Clear, delicate lilac with old rose center; large extra fine spike; flowers 6 to 7 inches in diameter, spikes 5 to 6 feet high.....	.25	2.50	20.00
No. 188.	"MRS MARY STEARNS BURK"	Canary yellow overlaid with apricot; deep canary center; long spike with flowers symmetrically placed; stem wiry and upright; flowers 4 to 5 inches in diameter, spikes 4 to 5 feet high. It is one of the finest yellows known so far. When known it will be one of the most grown varieties for cut flowers.....	.50	5.00	40.00
No. 189.	"ELIZABETH GERBERDING"	Shell pink, with speckled center of ruby and yellow; heavily ruffled; spikes large and full; flowers 4 to 5 feet high.....	.10	1.00	7.50
No. 191.	"MRS. H. E. BOTHIN"	Flesh-salmon pink, flame scarlet center, strong 4 to 5 foot spikes; a first-class show variety. One of the loveliest color combinations in Gladioli. A great improvement on Pendleton, Jr. We recommend everyone to procure as many bulbs as possible of this variety.....	.50	5.00	40.00
No. 192.	"VICTORY"	Scarlet, maroon, little lighter mottled in the center; flowers very large; immense long spikes; one of our largest reds.....	Large Bulb 2.00	Small Bulb 1.00	
No. 193.	"JONATHAN WEBB"	Light scarlet, finely painted white, and maroon mottled center; very showy variety; makes elegant lily-like spike with wide open flowers; flowers 5 to 6 inches in diameter, spikes 4 to 5 feet high.....	Per Bulb .25	Per Doz. 2.50	Per 100 20.00
No. 196.	"HELEN TODD"	Light rose-pink with deep colored seam around entire edge of flower; deep scarlet center; flowers 5 to 6 inches in diameter, spikes 4 to 5 feet high10	1.00	7.50

PART VIEW OF OUR NURSERY, WITH THE FAMOUS MT. TAMALPAIS IN THE BACKGROUND



RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

		Per Bulb	Per Doz.	Per 100
No. 198.	"ROSS VALLEY"			
	Salmon-pink striped with ashes of roses; red peacock eye in center; flowers 5 to 6 inches in diameter, spikes 4 to 5 feet high.....	.10	1.00	7.50
No. 199.	"EMILIE ASHE"			
	Creamy snow white, small cerise blotches in lower petals, heavily ruffled petals; flowers 4 to 5 inches in diameter, spikes 4 to 5 feet high; this is one of the best ruffled varieties ever put out	1.50	15.00
No. 200.	"MR. H. A. HYDE"			
	Snow white with faint pink underlaid; flowers 6 inches in diameter; well-built spikes 4 to 5 feet in height. Exceptionally fine for cut flowers	Large Bulb 3.00	Small Bulb 1.50	
No. 202.	"MRS. JOHN R. WALSH"			
	Flesh pink, flamed colored centers; flowers 5 inches in diameter, stems 5 to 6 feet high; this is a seedling of Mrs. Pendleton, Jr. It is a magnificent variety that should be in every collection	Large Bulb 1.50	Small Bulb 1.00	
No. 203.	"SIR ROGER CASEMENT"			
	Dark maroon, heavily ruffled; fine long spikes; flowers 4 inches in diameter, spikes 4 to 5 feet high	Per Bulb .25	Per Doz. 2.50	Per 100 20.00
No. 204.	"FRANK J. SYMMES"			
	Salmon-rose pink with red center, ruffled edges; flowers 4 inches in diameter, spikes 5 to 6 feet high. Should be in every collection..	.25	2.50	20.00
No. 205.	"DAVID STARR JORDAN"			
	Immense flame colored, with lighter speckled throat; flowers very open, like immense Amaryllis, with fine, wiry upright stems; flowers 6 to 7 inches in diameter, spikes 4 to 5 feet high25	2.50	20.00
No. 206.	"WILLIAM KENT"			
	Creamy shell pink; golden ochre center; heavily ruffled; the waxy color combination of the flowers is indescribable; to have 15 open flowers at one time on a spike is no rarity; flowers 6 to 7 inches in diameter, spikes 6 to 7 feet high	Large Bulb 15.00	Small Bulb 5.00	
No. 209.	"GENEVIEVE BOTHIN"			
	Deep pink, thickly overlayed with steel blue; pink and rubied center; very odd; flowers of large size.....	Large Bulb 5.00	Small Bulb 2.50	
No. 210.	"KENTFIELD"			
	Pale yellow with flesh tinge; canary yellow throat; flowers 5 inches in diameter, spikes 4 to 5 feet high.....	Per Bulb .25	Per Doz. 2.50	Per 100 20.00
No. 213.	"MRS. LILLIAN GUERNSEY"			
	Yellow, pink blotched; flowers very large; fine long spikes. A-1 variety.....	Large Bulb 2.50	Small Bulb 1.25	
No. 216.	"MARTHA FERNEKES"			
	Pale blue, blotched blue, violet spot in the center; flowers 4 inches in diameter, perfect spikes 3 to 4 feet high. An odd and beautiful blue variety, which has been greatly admired by everyone	Large Bulb 1.50	Small Bulb .75	
No. 218.	"YOSEMITE"			
	Bright vermillion red, yellow center; flowers 6 to 7 inches in diameter, spikes 7 feet high.....	Large Bulb 3.00	Small Bulb 1.50	

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA



No. 39

"DR. LINCOLN COTHRAN"



No. 101

'ELSE ROSE'

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

No. 221.	"LONDON SMOKE"	Smokey pink, overlayed with deep slate; flowers 6 to 7 inches in diameter, spikes 5 feet high. A perfect grower and very oddo variety.....	Large Bulb 2.00	Small Bulb 1.00
No. 226.	"PASADENA"	Turkish red, flame orange striped, white lip; flowers 7 to 8 inches in diameter, spikes 6 feet high. First-class show variety.....	Large Bulb 3.00	Small Bulb 1.50
No. 232.	"FLAME"	Flame orange; yellow lip; flowers 4 inches in diameter, spikes 5 feet high.....	Large Bulb 1.00	Small Bulb .50
No. 236.	"MARIN"	Pale greenish yellow; flowers 5 inches in diameter, spikes 4 to 5 feet high. Fine cut flower variety	Bulb Bulb 3.00	Bulb Bulb 1.50
No. 240.	"SALOME JANE"	Deep salmon, lighter shade toward center; blood red spot in lower petals; flowers 6 inches in diameter, spikes 5 feet high. A beauty.....	Large Bulb 2.00	Small Bulb 1.00
No. 241.	"VICTORIA FREDERICKS"	Flesh salmon; yellow lip; flowers 6 to 7 inches in diameter, well-built spikes 5 feet tall. This variety flowers very early. It is one of our finest in pink	Large Bulb 5.00	Small Bulb 2.50
No. 246.	"MIMI STAHLBAUM"	Creamy white overlayed with faint lilac; yellow lip with small ruby spots; flowers 6 inches in diameter, spikes 6 feet tall. An exquisite variety	Large Bulb 3.00	Small Bulb 1.50
No. 257.	"CALIFORNIA GIANT"	Deep lilac, thin white stripe running through the center of each petal; flowers 7 inches in diameter, spikes 7 to 8 feet high.....	Large Bulb 3.00	Small Bulb 1.50
No. 265.	"ANNE THOMPSON"	Pale sulphur yellow; flowers 5 inches in diameter, spikes 5 to 6 feet high. A first-class yellow	Large Bulb 10.00	Small Bulb 5.00
No. 266.	"CAROLINE ESBERG"	Flame scarlet without any markings; flowers 5 inches in diameter, spikes 5 feet high. Most vivid, glossy red imaginable.....	Large Bulb 5.00	Small Bulb 2.50
No. 277.	"BEATRIZ MICHELENA"	Fiery orange, lighter toward throat; thin brown stripe in center of lower petals surrounded by white speckles; flowers 7 inches in diameter, spikes 6 feet long. There are a great amount of flowers open at one time, same of very lasting quality. This variety is perfect in every detail and a masterpiece in Gladioli.....	Large Bulb 15.00	Small Bulb 7.50
No. 285.	"MRS. RUDOLPH SPRECKELS"	Cream pink with old rose stripes; fine long full spikes; flowers 6 to 7 inches in diameter, spikes 4 to 5 feet high. A-1 show and cut variety	Large Bulb 2.50	Small Bulb 1.00
No. 286	"RUTH TAYLOR"	Snow white without any markings; flowers 6 to 7 inches in diameter, well-built spikes 6 feet tall. We believe that this is the first real white of large size.....	Large Bulb 50.00	Small Bulb 25.00

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

No. 289.	"TAMALPAIS"	Salmon orange with flame orange stripes; long slender spikes; flowers 6 inches in diameter; seedling of Miss Francis King, but much larger and much better in color	Large Bulb 5.00	Small Bulb 2.00
No. 298.	"SONOMA"	Canary yellow; thin red stripe running through center each petal; fine long, well built spike; flowers 4 inches in diameter, spikes 5 feet high	Large Bulb 3.00	Small Bulb 1.50
No. 311.	"GLADIS PLATH"	Orchid flowering; lilac and red velvet blotches; flowers 6 inches in diameter, spikes 5 feet high. Beautiful variety	Large Bulb 3.00	Small Bulb 1.50
No. 312.	"MRS. RICHARD LOHRMAN"	Creamy shell-pink with pale yellow lip. A color equal to the finest orchid; flowers 7 inches in diameter, spikes 5 to 6 feet long which sometimes kink. One of the greatest productions in Gladioli and of indescribable beauty.....	Large Bulb 50.00	Small Bulb 25.00
No. 315.	"ELIZABETH HARDEE"	Watermelon pink, mottled and striped with ruby; yellow speckled with ruby; flowers 5 inches in diameter, spikes 5 feet high. A beautiful and very attractive variety.....	Large Bulb 3.00	Small Bulb 1.50
No. 318.	"KATHARINE F. HESS"	Salmon orange, lighter shade toward center; orange lip; flowers 6 inches in diameter, spikes 5 feet high. Fine grower. A beautiful variety	Large Bulb 3.00	Small Bulb 1.50
No. 320.	"ESTHER OLSON"	Pale fawn cream with thin ruby stripe running through center of each petal; flowers 5 inches in diameter, spikes 4 feet high. An exquisite color and perfect in every way.....	Large Bulb 5.00	Small Bulb 2.50
No. 321.	"ELF"	Lemon yellow when in bud; fully open flowers are snow white; lemon yellow lip. Flowers 5 inches in diameter, 4 to 5 foot perfectly built spike. Even the smallest bulblet will produce a fine flower spike. A commercial variety of great promise.....	Large Bulb 5.00	Small Bulb 2.50
No. 328.	"BUBBLES"	Pale flesh pink overlayed with light fawn sheen; lip of under petal greenish yellow; flowers 5 inches in diameter, spikes 4 to 5 feet high. One spike forms a large, close-set bouquet. A beautv.....	Large Bulb 10.00	Small Bulb 5.00
No. 330.	"LORELEY"	Canary yellow overlayed with light lilac; ruby throat. Clean grower and heavy propagator. One of the best yellows ever introduced. Flowers 5 inches in diameter, spikes 5 feet tall.....	Large Bulb 3.00	Small Bulb 1.50
No. 331.	"MR. W. H. PHIPPS"	Flesh pink overlayed with light rose-salmon, lighter in center; lip of lower petal faintly striped and speckled with ruby; flowers 7 to 8 inches in diameter, spikes 6 feet high. A masterpiece in Gladioli; the greatest of our productions	Large Bulb 50.00	Small Bulb 25.00
No. 332.	"ROSE ASH"	Ashes of roses; a color which has attracted the attention of everyone who has seen it. Flowers 5 inches in diameter, very strong spikes 5 to 6 feet high. Flowers well set on spike. This variety has a great future.....	Large Bulb 10.00	Small Bulb 5.00

Gladiolus—Diener's Hybrids

This is a mixture of all our seedlings, which, in beauty, size and variation of colors cannot be excelled at the present time. They are of all types; a great many are heavily ruffled and fluted and some are of tremendous size. Many a gem will be found amongst this mixture. Every lover of this beautiful flower should have at least a little patch of this mixture in his garden, as it has created a sensation everywhere. Some varieties make large bulbs and some small bulbs, so the mixture will vary accordingly.

Prices:	Per Dozen	Per 100	Per 1000
Large bulbs	\$2.00	\$15.00	\$125.00
Medium sized bulbs	1.00	7.50	62.50
Bulblets	5.00

Medium sized bulbs of all varieties will sell for half catalogue price. They will be shipped in dozen or hundred lots only; except in the higher-priced varieties, where prices are given of large and small sizes.

Gladioli Seed

Selected from all our named varieties and seedling, well mixed. The sizes of the flowers range from 4 to 9 inches in diameter, and the height of the stems is from 5 to 8 feet. The seedlings of this seed will flower in from 5 to 6 months after sowing, if they receive proper care. It must be understood that the right size of the flowers and stems of seedling Gladiolus comes out in the second year of cultivation. These seedlings will range in all colors imaginable, but salmon, white, lilac, pink and rose-pink are the leading colors. There is no other firm in the world that can put out any Gladiolus seed at such a low price and of such high quality as these on the market.

Price of 10 grams (about 1,000 seeds).....\$1.00

Method of Sowing Gladioli Seed

The seed of Gladioli should be sown early in the spring. If the ground is fine, loose sandy soil, then it is best right in the open ground, like onions, in rows. The seed should be covered as little as possible, and the soil used for covering should be finely sifted and should contain half sand. Like all the seeds of plants of South Africa origin, Gladiolus seeds sprout unevenly; some sprout at once, while others will not sprout until six to ten months after sowing under the same conditions. This is not due to the bad quality of the seed, but it is a habit inherent in it under conditions where they grow wild. For this reason seed beds should be made so that they should not otherwise be disturbed when the seedlings are lifted out, for all seeds will eventually come up. These beds should, in parts where it freezes, be covered with leaves thick enough so that the frost cannot reach the seeds in the beds.. If sown out in boxes, and started indoors, young plants of Gladiolus can easily be transplanted in the open if they are handled properly.

Gladiolus cormels or bulblets will grow faster if the outer hard shell is removed just before planting. They should not be covered more than $\frac{1}{2}$ inch with soil; the ground should be enriched with old manure and worked over good and deep. If given the proper treatment they will almost all be flowering five months after planting.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Portland, Oregon, Aug. 7, 1920.

Dear Sirs: Must tell you how very pleased I am with the Gladioli I received from you this Spring. The bulbs were by far the largest and finest of any I secured. Now that a good many are in bloom, your varieties are the gems in my collection of 225 named varieties. I will certainly want more next year.

Very truly yours,

HENRY S. BROWNING.

* * * *

Mr. Richard Diener, Kentfield, Calif.

Spring Valley, Ill., April 7, 1920.

My Dear Sir: Let me thank you for the promptness, the way and the gratis you chose when you filled my recent order complete.

Nearly all of the bulbs are sold. There is strong rivalry among a number of young people in a town nearby, as to who is to have the finest Gladioli this year. One knowing what I grew last year, (all being yours, save America), came to me. Here in Spring Valley there is the same feeling and again they are coming to me. All are planning to have a flower show in due time and some even are planning to show at the National Gladioli show, so you will be represented.

If I can assist you any time it will be a pleasure.

Very truly,

H. E. MURRAY.

AWARDED HIGHEST PRIZES WHEREVER SHOWN

Petunias

DIENER'S RUFFLED MONSTERS

For several years Mr. Diener has given this variety the greatest attention and has brought them to such perfection that their beauty has become a rival to the orchid. People who hear the name "Petunia" have something common and old-fashioned in mind and cannot imagine that such strides could be made in a few years as has been done with this flower.

Time and again we have people visit our place and words are inadequate to describe their comments in regard to size, beauty, etc. This year's output has in many ways surpassed those of previous years and our patrons' comments as to last year's will be found in the testimonials. We think for years to come these Petunias will be in big demand, as people who have had them once will not be without them. These Petunias are continually in bloom all Summer long. For those who raise them for the market it is one of the surest and quickest money-making propositions, as after twelve weeks from the time of sowing they are flowering and ready for sale. Then they are very good as a cut flower, but many people are not aware of this fact. When put in water the stems of cut Petunias last for two or three weeks and new flowers bloom while in water.

For pot plants as well as for bedding they create a great sensation wherever they are shown, as the same are continually in flower. For conservatory, when started in pots in the Summer, they will flower all Winter, and as most of them are very fragrant they will be a great novelty for Winter flowering plants. We have most gratifying reports from all over the world.

All the seed is raised by hand pollination in lath houses and is done by women. Moreover, climatic conditions here permit seed to be matured without a drop of rain falling in the pods. Hence our seed is strong, vigorous and sure germinating.

The Petunia seed, Ruffled Monsters, come in the following colors:

Pink, strong veined center.

Red.

Variegated.

White.

Red, with black center.

Pale lilac Pink, large veined center. A great novelty.

Ruffled Monsters Mixed.

Flesh Pink Frilled (Pearl of Kentfield). This variety is somewhat smaller than the above; one of the most beautiful Petunias ever put out.

Purple or Blue.

White Frilled (Dwarf).

Any of the above varieties, 50c per package.

Wholesale Prices of our Petunia Seed on request.

INSTRUCTIONS FOR SOWING PETUNIA SEED

Prepare a seedbed by taking two parts of any light compost or leaf mold thoroughly mixed with one part of clean sand. Sift all through a fine screen. With this mixture fill flats or seed pans, pressing down the soil to a flat surface evenly within two inches of the top. Give a thorough soaking. After water has seeped into the soil, sprinkle the Petunia seed evenly over this surface, but do not cover with the least bit of soil. To prevent attacks, however, of fungi, which might easily kill the young Petunia plants, sprinkle the newly sown flats with charcoal dust. Place a clean pane of glass over the top of the flat or seed pan, and in the daytime, if reached by the sun's rays, place a single sheet of newspaper over the glass to prevent danger of burning. At night and in dark weather remove this sheet of paper. Avoid carefully all excess of moisture and have pans near glass in well ventilated atmosphere. As soon as the seed sprouts (say in eight to ten days after sowing, if kept at a temperature of 60 degrees) take off the pane of glass entirely. The young plants should be transplanted as soon as possible into flat boxes, spacing them an inch apart. Shortly thereafter they should be put into two-inch or three-inch pots.

The seedling will commence flowering three months after sowing under the conditions indicated.

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA



PETUNIAS—"DIENER'S RUFFLED MONSTERS. SEEDLING TWELVE MONTHS AFTER SOWING

Richard Diener Co., Inc., Kentfield, Cal.

Walden, N. Y., Dec. 20, 1919.
Dear Sirs: Petunia Seed purchased from you in 1917 proved the largest and finest ever seen in this section. Colors could not be beat here.

WM. MACBRIER.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Dear Sirs: Am very glad to report good success with the Petunias raised from your seed, taking first prizes again, wherever shown. Would like to duplicate my order of last year as the pink were very beautiful.

Very truly yours,

Worcester, Mass., Jan. 2, 1920.

ALICE M. FORBES.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Gentlemen: We enclose \$10.00 for seeds of your Monster Single Petunias, as follows: 7 pkgs. Red, 5 pkgs. Variegated, 3 pkgs. Dark Shade of Pink, 3 pkgs. White, 2 pkgs. Blue.

Your strain has some of the most beautiful colors we have ever seen in Single Petunias.

Yours truly,

GULLETT & SONS.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Toronto, Ont., Canada, Dec. 12, 1919.
Gentlemen: Please forward your new Catalogue advertised in the December issue of "The Flower Grower."

Petunias raised from your seed this year were the finest I have ever had, some of the blooms being fully five inches across. The seedling Delphiniums were fine and several gave great promise of excellence next year.

Of the Gladiolus bought in 1918, Anna Eberius, American Beauty, and Mrs. William Kent were beautiful and delighted all who saw them.

I want a few more varieties suitable for show purposes.

Yours respectfully,

W. LAWRENCE.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Binghamton, N. Y., May 7, 1920.
Gentlemen: We have raised Petunias for many years, but I believe the ones we raised from seed purchased of you last year were the best we ever had. We had many hours of wholesome pleasure from them.

Respectfully yours,

E. W. FILLMORE & SON.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Lancaster, Pa., Dec. 14, 1919.
Dear Sirs: Enclosed please find check for \$6.00 for which send me at once the following: Petunia Seed: 2 Red, 2 Pink, 1 White, 3 Variegated, 2 Flesh Pink, 1 White Frilled, 1 Purple Frilled.

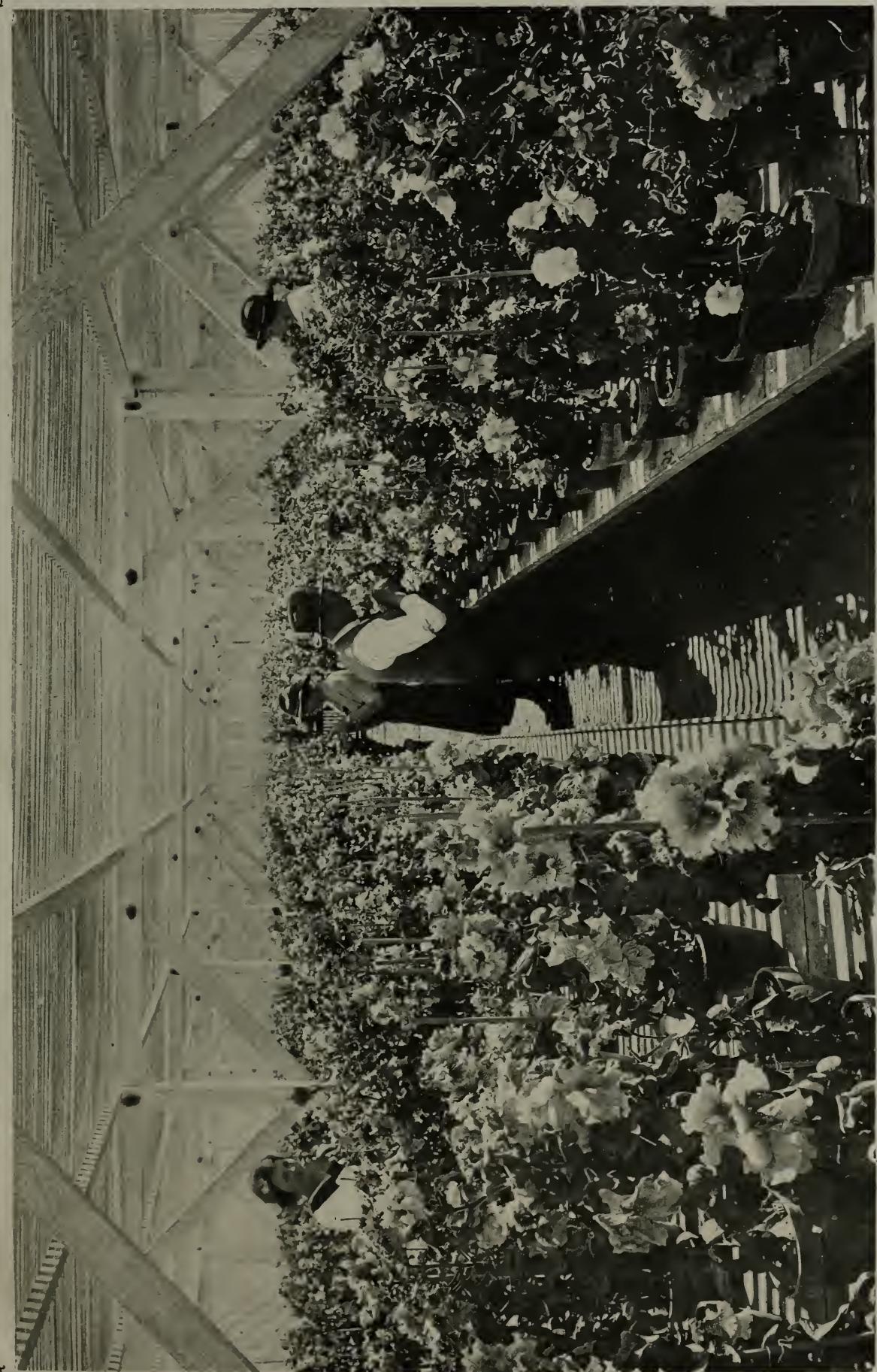
I had last year just a few, but I am sure I could have sold thousands of them. They surely came up to your claim and way ahead of my expectations.

Thanking you in advance for prompt shipment, I am,

Yours very truly,

RUDOLF NAGEL.

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA



PART VIEW OF LATH HOUSES, WHERE PETUNIA SEED IS RAISED BY ARTIFICIAL HAND POLLINATION

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA



PETUNIA SEED PLANTS OF THE VARIETY "FLESH PINK FRILLED"

Richard Diener Co., Inc., Kentfield, Cal.

Smith Falls, Ont., Dec. 2, 1919.

Dear Sirs: Last year I purchased Petunia Seed from you. I think every seed germinated and the blooms were the finest ever seen in this part of Canada. Only about eight per cent of the plants could be classed as common. I want more of the same quality each year.

Yours truly,

W. I. FERGUSON.

Richard Diener Co., Inc., Kentfield, Cal.

Duluth, Minn., Dec. 17, 1918.

Dear Sirs: Please send me your 1919 Catalogue. I had some of your Petunias last summer and they were beauties.

Yours truly,

C. H. DEIGHTON.

Richard Diener Co., Inc., Kentfield, Cal.

Rockford, Ill., March 17, 1920.

Gentlemen: My brother Leonard, now deceased, had your stock of Petunias and they were certainly fine, especially the Frilled Pink Variety. No trouble in selling such stock.

Yours respectfully,

HERBERT LAWSON.





Diener's Mammoth Amaryllis Hybrids

For years Mr. Diener has been working on Amaryllis to enlarge the size and enrich the coloring, and we have now a good stock on hand. The colors ranging from almost white to all shades of pink; red to the deepest scarlet; the most brilliant and dazzling colors imaginable. The flowers are from 10 to 14 inches in diameter and there are mostly four flowers to the stem. Unlike the old Amaryllis, which flower only once a year, these new Hybrids bring a new spike every three to four months. They are very valuable for cut flowers. If the pollen is removed when the flowers open, they will last for several weeks.

Their cultivation is as simple as a geranium. Soil which is suitable for a Geranium or a Fuchsia is alright for an Amaryllis. Two very essential things are: Bulbs when planted have to be above the ground; they should never be watered while wet, wait until the soil gets dry.

Seedlings will commence to flower from eighteen months to two years after sowing.

Seeds only, for sale.

Prices:

15 Seeds	\$1.00
100 Seeds	4.00

Prices for larger amount of seed upon request.

Richard Diener Co., Inc., Kentfield, Cal.

Rochester, N. Y., April, 1920.

Gentlemen: Enclosed find New York Exchange for \$3.50 for which please forward to above address 15 Gladioli, your selection as per Catalogue and one package Pansy Seed.

I now have, purchased from you last Spring, Gladioli Nos. 10, 70, 90, 136, 186, 203, and 130. The latter, by the way, the finest and grandest in the Glad line I ever grew or saw in twenty years' of experience. Sturdy as an oak, magnificent in foliage and flower, and prolific as a rabbit. I have about 700 of your seedlings grown from a package of seed sown last Spring and am hoping to find some very good ones amongst them. With best wishes, I am,

Very truly yours,

J. F. BUCKLEY.

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA



Dahlia "Helio"

A novelty of our own, put on the market for the first time. The color is a deep bright canary yellow. It is of the peony type and the stems are very long and wiry and hold the flowers correctly. The flowers are of the very largest size and enormously free-blooming. The growth is strong and healthy. It is perfect in every respect—one of the finest productions ever put out.

Price \$3.00 each

Richard Diener Co., Inc., Kentfield, Calif.

Dear Sirs: The Dahlias which you sent me have come into bloom and they certainly are fine. I have seen all of the Dahlia farms in the East and your "Helio" is without exception the finest Dahlia that I have ever grown or seen and it is the admiration of all who visit my gardens. Your Gladioli "Mrs. J. K. Armsby" is also a wonderful flower.

Yours truly,

JOHN. C. DAVIS.

Rochester, N. Y., Aug. 17th, 1920.

Dahlia Bulbs

The following list of varieties are the most meritorious productions of the best California Dahlia breeders, ready for shipment March 1, 1920:

"THE PRIDE OF CALIFORNIA"

Color a crimson red, dark full center; huge flowers on long perpendicular stems. Its keeping qualities as a cut flower and its productiveness cannot be excelled.

Price \$1.50 each

"APRICOT"

A beautiful variety of very largest type. Apricot overlayed on yellow ground. Heavy growth on fine, long stems.

Price \$2.00 each

"MRS. RICHARD LOHRMANN"

Pure golden yellow hybrid cactus.

Price \$1.00 each

"DR. H. L. TEVIS"

Decorative, salmon rose suffused with old gold, shading of yellow.

Price \$1.00 each

"THE GRIZZLY"

A dark maroon red; decorative. Without a doubt this is one of the best and most prolific Dahlias to date. Flowers of immense size.

Price \$2.50 Each

"ST. FRANCIS"

A light terra cotta; immense free blooming, of large size, and flowers carried on fine, long, wiry stems.

Price \$2.00 each

Dahlia Seed is a total failure this summer, on account of the very cold and damp nights.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Dear Sirs: The Dahlias were O. K. and all true to name. Do you want to know what I think of Helio? It is far and away the most wonderful Peony of its color every way ever introduced, and when it comes to Dahlias, my opinion is worth something back here. Its color is glorious; it is a living color, not the dirty white cream yellow or washed out yellow so many of them are. Besides the plant has a fine erect habit and very free blooming on grand stems. As a cut flower it stands up wonderfully, and it is the only one of over two hundred varieties growing in my garden that has stood this bad weather without detriment. No one in this country has produced a Dahlia like Helio. I had one ten inches, lacking an eighth of an inch, in diameter, and its stem carried it erect easily. I have many customers who pass half their time in Europe, and everyone who has seen it go in raptures over it. They tell me that France, England or Holland have nothing like it in its color and habit.

The Grizzly, Pride of California and Apricot came finely, but have been affected by the bad Dahlia weather. I will want another year some of your very finest Dahlias. Also I wish you would obtain for me some seed of the very finest sorts this Fall, as we can do nothing here in that line on account of the climate.

Very truly yours,

JOSEPH FIELD.

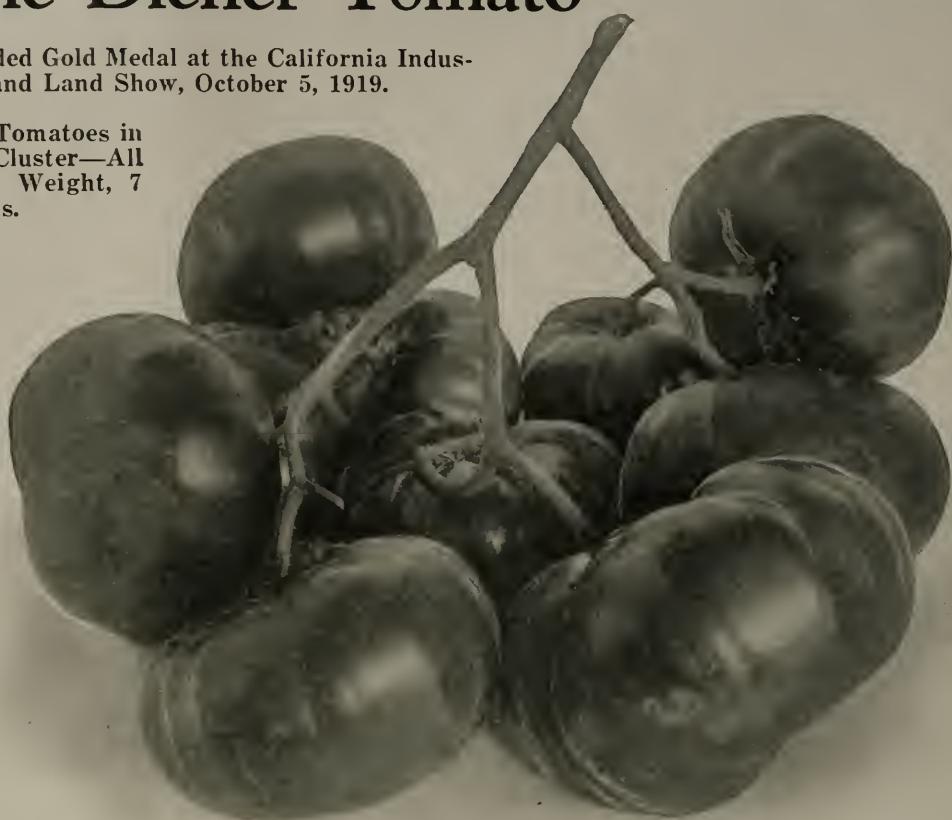


The Diener Tomato

(Blight Resisting)

Awarded Gold Medal at the California Industries and Land Show, October 5, 1919.

Nine Tomatoes in
One Cluster—All
Ripe. Weight, 7
Pounds.



This Tomato was originated by Richard Diener in 1917 and has proven in every respect far superior to anything existing now. The size of the first fruit reaches the weight of 3 lbs., but the average fruit weighs about 1 lb., is perfectly filled out and does not contain any hollows like so many other varieties and the surface is as smooth as an apple.

The flesh is more solid than any other Tomato now known and for dehydrating is a most valuable variety. It is a magnificent dark red shade, which makes it very attractive; it is very sweet and free of the acid taste. For catsup it is unexcelled, as it makes a very high red color; contains very little seed. The skin is deep orange red.

The yield is enormous and is not reached by any other variety in existence. The most astonishing thing about this Tomato is that it has proven to be absolutely blight resisting. It also endures drought better than any other variety on the market today.

The growth of this variety is strong and healthy, the plant having a diameter from 6 to 8 feet.

For long distance shipping purposes this variety is ideal.

All the seed we send out is absolutely true, as we raise it from cuttings of the original plant, and as the whole field is of the same plant, it is impossible for side crossings. For this particular reason we advise you to always buy your seed direct from us in order that you are sure to have the same quality as you have now, as seed raised from seedlings will vary and not be the same.

This Tomato has been grown all over the United States and Canada, and the reports from everywhere are highly satisfactory, as you will note when reading testimonials.

Price.....\$0.50 per pkg.; \$1.50 per acre pkg.
1 lb. (sufficient for 125 acres), \$80.00

TOMATO CULTURE.

The seed of this particular Tomato should be sowed out in boxes during the months of January and February. If possible, replant once about two inches apart in a light compost or leaf mold thoroughly mixed with one part of sand. Keep them indoors in a frost-protected place. As soon as danger of frost is over, replant in the open or in field where they will have all the sun they can get. Have the ground plowed from ten to twelve inches deep. If set in a light or sandy ground, plant six feet apart and if in heavy ground eight feet apart. Keep the ground free from weeds and well cultivated. Water them once a month. Do not cut anything on the vines or stake the plants; leave the vines grow their natural way, as in this way, the growth will give the fruit even shade and the sun will not cook it.

Do not be afraid that the fruit will rot when laying on the ground, as this variety will not do so; even rainy weather will do no harm to the fruit. This Tomato can be washed without being cracked by the water.



Cory's Thornless Blackberry

The largest Blackberry in existence. As free from thorns as a grape-vine. The amount of fruit a plant brings is astonishing; a single berry is often three inches long and of the finest flavor, very much like the California Wild Blackberry. The core is small and firm. This Blackberry contains a few very small seeds which are hardly noticeable when eating.

This berry should be raised in bush form not higher than five feet above the ground.

Seed, per package, 50c.

Plants, 35c each; \$4.00 per dozen, \$30 per hundred.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Dear Sirs: The Blackberry plants were the finest plants I ever received from any firm. They came in such fine shape.

Thanking you again kindly,

Yours very truly,

Merced, Cal., Feb. 26, 1920.

MRS GRACE HOFFMAN.

Richard Diener Co., Inc., Kentfield, Cal.

Dear Sirs: The Cory Blackberry plants came safely to hand this evening in the best possible condition, moist and fresh. A very quick response, too, as I find I sent the order on the 16th, making only nine days for the entire transaction.

* * * *
Yours respectfully,

Shiremanstown, Pa., March 25, 1920.

JOHN F. RUPP.

We Introduce the Following Varieties of Wheat Originated by Mr. Diener
DIENER'S IMPROVED BUNYIP WHEAT

This is the fastest growing wheat in existence. It grows from 4 to 4½ feet high. The straw is very strong and the plants stool out heavily.

This wheat ripens one month earlier than the average wheat and is of very fine quality. The yield is between 50 to 60 bushels to the acre.

It should be sowed out in rows 14 inches apart.

Price, per ounce.....\$3.00

A limit of 6 ounces to each customer.

**NEW HYBRID WHEAT—DIENER NO. 18
 LIBERTY WHEAT**

Reports received from all parts of the country where this wheat has been tested have proven it to be the most valuable variety of wheat ever introduced.

It is white bearded and a hybrid of the Early Baart Wheat.

The flour made from this wheat is the whitest ever seen. The kernels are of very large size and the gluten content is very high. The stools reach a height of 6 feet and are very strong, so strong that a heavy wind is unable to dislodge them. On average ground it yields 60 bushels to the acre.

It is valuable either as a Winter or Spring wheat.

As the plants stool out heavily, this wheat should be sown in rows 14 inches apart, that is, one drill should be cut out. The ground should be sub-soiled or plowed very deep in order that the root system will have a chance to develop well.

Price, per Ounce.....\$0.50

Price, per Pound.....7.00

A limit of one pound to each customer.

**NEW HYBRID WHEAT
 DIENER NO. 16**

This variety is similar to No. 18 in every way, but declared by all experts as being a much harder wheat.

Price per Ounce.....\$0.50

Price per Pound.....7.00

A limit of one pound to each customer.

DIENER'S IMPROVED POLISH WHEAT

We believe this is the largest wheat in existence,—in kernels as well as heads. The kernels are glassy and very hard. They are of the finest quality, reaching over one-half inch in length. The heads are from 8 to 10 inches long, and the stools from 6 to 7 feet high. This wheat is white bearded and yields from 60 to 70 bushels to the acre.

It can be used either as a Winter or Spring wheat.

When sowing, rows should be 14 inches apart. Subsoiling or very deep plowing is very essential for this variety.

Price per Ounce.....\$2.00

A limit of 5 ounces to each customer.

**NEW HYBRID WHEAT
 DIENER NO. 76**

A white beardless wheat, a cross between the Sonora and White Australian Wheats. We believe this to be the highest yielding wheat in existence, indicating 150 bushels to the acre. It grows erect from 6 to 7 feet tall. It is of good quality and stools out heavily. Heavy winds are unable to dislodge this wheat as the straw is as strong as bamboo.

This wheat should be sown in rows 14 inches apart, that is, one drill should be cut out. Ground should be sub-soiled or plowed very deep, in order that the root system will have a chance to develop well.

Price per Ounce.....\$5.00

A limit of 2 ounces to each customer.

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

Hybrid Wheat, Diener's No. 76



Statice Sinuata

(Everlasting) "Deep Blue"

A new, very valuable cut flower originated by us. It is a perennial which grows about 20 inches high and flowers continually. The flowers when cut will last for several years.

This variety should be given a trial everywhere.

Price, per ounce \$0.25

Prices for larger amount of seed upon request.

Cucumber Seed

SENSATION

This Cucumber has proven to be the most valuable variety for forcing under glass and in hot beds as well as for outdoors. In a greenhouse, with a temperature of 70 degrees, the fruit will be ready for market one week after flowering. The fruit reaches the length of 12 inches and is of a deep green color. One plant will bring from 270 to 300 perfect fruit in one season. In order to get more fruit from a vine, never allow any of the fruit to ripen on the plant; as soon as they reach their full size pick immediately. If any fruit is allowed to ripen, the plant will stop bearing.

Price, per package 50c

The Aztec Bean

It is one of the largest Beans in existence. It grows in bush form, just like Lima Beans, and is perennial in places where it is not too cold or too frosty. It grows like any other bean, but stands a great deal of drought. Its flavor is unexcelled. Dry beans can be cooked just like Lima Beans. It is very prolific and we recommend anyone who raises beans to give it a trial.

Price \$0.50 per pkg.

Vanderbilt's Hybrids

These new Delphiniums, produced by Newell F. Vanderbilt of San Rafael, California, are a cross between the California wild Delphinium (which is absolutely mildew free) and some selected Burbank's Hybrids. The result is an almost mildew free Delphinium. They are much larger than the best Delphinium now existing, and are immensely valuable for the production of cut flowers, as they give three successive crops in one summer, and all summer long are full of fine, long spikes. They are suitable for cutting as well as for bedding. They are unquestionably the world's highest attainment in Delphinium, and anybody raising cut flowers will certainly find them highly profitable. We have secured the whole stock of these hybrids and are the sole distributors of them. They come in all shades, from light to dark blue. Almost all colors are iridescent. Try a package of the seed and you will never regret it, for they are sure moneymakers.

These Delphiniums have won prizes wherever exhibited, in competition with other strains.

First Prize, California State Floral Society Spring Show, 1914.

First Prize, P.-P. I. E. Cut Flower Show.

Michel Medal, Floral Pageant, 1916.

First Medal, P.-P. I. E. Garden Exhibit.

Trade package \$0.50

Delphinium seed can be sown at any time of the year. Sow in boxes or open cold frames. Do not cover more than the thickness of the seed. Give them little or no shade. Keep ground moistened until they sprout, which takes from two to three weeks. As soon as the plants are large enough, set out in the open. They will reach their full development in their second or third year.

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

DIENER'S IMPROVED POLISH WHEAT



RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

DIENER CORN NO. 2

Grows from 10 to 15 feet high and brings from 3 to 6 stalks from one kernel, which are all full of cobs. This corn should not be suckered, but should be left to grow naturally. It brings from 6 to 12 cobs from one kernel, which are yellow and white.

Price, per pound.....\$1.00; 10 pounds.....\$8.00

CARTER'S SUNRISE TOMATO

A very early, but small variety; round as an apple. It grows in clusters, about ten tomatoes in one cluster. Six tomatoes weigh about one pound. The flesh is a dark red and of good taste. It is a very heavy yielder and one of the best varieties for forcing under glass.

Price\$0.25 per package

THE BURBANK TOMATO

This is an extra early variety. The flesh is a deep red and of good flavor. The bushes reach a diameter of 4 feet only and are loaded with fruit.

Price\$0.25 per package

Some Testimonials

In order to save space, we have taken only those parts of letters that relate to our productions.

Richard Diener Co., Inc.

Portland, Ore., Jan. 13.

Dear Sirs: Mr. J. A. W. of St. Thomas, Ont., whose strains of Dahlias we distribute, had some of your Gladioli that were magnificent, and at Mr. W.'s suggestion we contemplate going into the Gladioli line and would like to grow and handle the best, as we do in the Dahlias. The specimens of your stock that he grew last year were incomparably superior to anything at the London, Toronto or St. Thomas shows.

Yours truly,

RIDEAU DAHLIA GARDENS.

* * * *

Richard Diener Co., Inc.

Ridgewood, N. J., Jan. 7, 1919.

Gentlemen: I would like to state that I have grown your Delphinium Hybrids of seed purchased of you two years ago and have the most wonderful plants and flowers I ever saw; also the Cucumber never had anything to equal it.

Respectfully,

W. F. BARKHAM.

* * * *

Richard Diener Co., Inc.

Franklin, Pa., March 18, 1919.

Gentlemen: I have had letters from several parties interested in your Gladioli, asking for the names of varieties I would recommend to them. I told them that I had only a few varieties, but they were all good. Diener's American Beauty was a wonderful Glad. and produces more bulblets than any variety I had planted, and I have about seventy-five varieties planted. Wishing you success, I remain,

Very truly yours,

H. W. CLAYBAUGH.

* * * *

Richard Diener Co., Inc.,

Manchester, Iowa, Feb. 19, 1919.

Gentlemen: Please send me the following seeds: Enclosed you will find money order. Will say we visited a field of your Gladioli grown by L. F. of Earlville and certainly never saw anything like them.

Yours,

H. J. NEW.

* * * *

Richard Diener Co., Inc.

Lansing, Mich., Feb. 8, 1919.

Gentlemen: I wish to express my appreciation and admiration for the Gladioli purchased of you last year. I liked Anna Eberius and Thos. T. Kent especially well. They were all fine, even many of the 1,000 bulblets bloomed, and I expect still better results from them this season, as they will be acclimated.

Very sincerely yours,

M. G. Toune, Fenton, Mich.

* * * *

Richard Diener, Inc., Kentfield, Calif.

Hamburg, N. Y., Oct. 1, 1920.

Dear Sirs: This past year I have tried out over 300 different varieties of Gladioli, including 27 of your varieties and your Hybrids. I never thought or seen anything like Costa Rica for size. This one bulb divided and made two spikes and one spike had 5 side spikes, all over 5 feet high, 29 flowers on a single spike.

Send 1921 Catalogue as soon as issued.

Yours truly,

HENRY H. BREUSS.

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

Richard Diener Co., Inc., Kentfield, Calif.

Truso, Nova Scotia, Sept. 13th, 1920.
Dear Sirs: I received from you last Spring seeds of Dahlias and Petunia, and I want to tell you that there was nothing around this part of the country that could touch them for size and beauty.

The Dahlias measured over eight inches in diameter. The Petunias were simply immense.

I hope this coming winter to send you a large order, also for some Gladiolus bulbs and seeds.

Kindly put my name down for your latest Catalogue and mail it when it is ready.

Yours truly,

ROBT. WOOLEY.

* * * *

Some extracts from letter of Mr. William H. Phipps, Paulding, Ohio, August 18, 1920:

Each of the Richard Diener cormels bloomed this year and made a good showing. The large bulb that I bought of you showed two splendid spikes and the flower is wonderful.

I am very fond of D. J. Whitney. I know of no better Gladiolus on the market at the price.

Anna Eberius still holds as a favorite with the public and Thomas T. Kent is a whole bouquet in a single spike. Last Sunday I sent a dozen to the catholic Church here and Father Schmuck said to me a day or so later that he was afraid that the flowers attracted more attention than did his sermon.

Your Mr. H. A. Hyde is a fine flower and was universally admired, as was Diener's White.

Anne Thompson is a good flower. Spike grew well and is now in full bloom.

David Starr Jordan was very fine this year and is all that you claim for it.

Martha Fernekies is a beautiful flower and very popular. I predict for it great popularity and I want to increase my stock.

John Merle Coulter is one of the best reds on the market. It stands the sun well and is a free bloomer.

Adeline Kent is one of the finest on the market. It is now at its best and I certainly like it.

Diener's American Beauty was universally admired, its color and full blooming spike make it a very desirable acquisition.

Mrs. J. K. Armsby must always hold a good place as it was very much admired by every one.

Dr. Frederick J. V. Skiff was much admired and is a splendid bloomer.

I have just returned from Cleveland, Ohio, where there is now assembled the National Florists' Association. I saw there many varieties of Gladiolus, but in my judgment nothing that excelled yours.

* * * *

The Richard Diener Co., Inc., Kentfield, Calif. Stanthorpe, Queensland, Australia, April 28, 1920.

Gentlemen: Now the frost has come again and the flowering season of the Gladiolus has come to an end. I desire to give you a brief statement of the blooms from your corms.

Richard Diener was without doubt the finest of the lot and will be hard to beat. The Anna Eberius, Diener's White and Diener's American Beauty all bloomed together, and for color, shape of bloom and spike this is the trio hard to beat. In concluding, I must not forget to mention Mrs. Mary Stearns Burke, her ladyship is certainly the finest yellow I have yet seen.

Yours very faithfully,

J. H. HENDERSON.

* * * *

Mr. Paul L. Ward of Hillsdale, Michigan, writes us the following under date of September 24, 1920,
"The Diener Tomato is perfect. It has every other sort backed off the boards for combined size and exquisite flavor. We grow a dozen kinds, but the Diener is the one on our table twice a day."

* * * *

Mr. C. E. Oldacre of Toronto, Canada, writes us the following on September 20, 1920:

"Meritorious articles deserve favorable notice and commendation and that applies to your Gladioli. Of some forty varieties, most of which are considered the cream of the Gladioli world, which I had this year, your No. 38 Jack London is right up in the front ranks with all points considered. Neither your short catalogue description, nor your colored illustration of same does this flower justice.

"It is of great substance, a most beautiful color or color combination, and the individual flowers are well placed, forming a shapely, erect spike, which carries five to seven wide open flowers at a time that makes a bouquet in itself. More than this, it seems to be a most lasting variety, as the individual flowers retain their true color for twice as long a period as do many others. No. 38 is easily the top-notcher in its color class and should be one of any first-class selection of varieties.

When friends were looking over my Glads the question was asked as to what six varieties were the most admired and No. 38 was always one of the six that were chosen."

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

San Jose, Cal., Aug. 21, 1920.

Dear Sirs: I have seen a garden of the "Vanderbilt Hybrid" Delphiniums and they are the most beautiful I have ever seen.

Respectfully yours,

ENID KINNEY.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Sharon Hill, Penn., May 19, 1920.

Gentlemen: I have been more than pleased with everything bought from you within the past two years, Gladioli Bulbs, Bulblets and Seeds, Pansy Seeds, and especially the Vanderbilt Delphinium, which surpasses the English Hybrids I bought from Kelway, Sutton & Perry.

Yours very truly,

H. I. IRELAND.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Hamburg, N. Y., Jan. 30, 1920.

Dear Sirs: My order of recent date for Diener's Hybrids, Richard Diener and William Kent, just received. Please accept my sincere thanks for the very generous manner in which you have filled this order—the finest lot of bulbs I have ever seen. Your bulbs of Hybrids are certainly monsters in size and possess an individuality in shape that I have never seen in Gladious Bulbs.

I intend to order a few seeds a little later, but have not decided just what I need at present writing.
I beg to remain,

Yours truly,

FRED C. HORNBERGER.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Rumford, Me., Feb. 16, 1920.

Gentlemen: Enclosed find P. O. money order for \$12.50, for which kindly send me, by either mail or express, which ever way you think the most advisable, the enclosed order for Gladiolus.

Those purchased from you last year were very beautiful and were about the only ones I had that bloomed, although purchasing of numerous other firms.

Yours truly,

HENRY E. CORNISH.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Pine Bluff, Ark., Jan. 14, 1920.

Gentlemen: Last year, 1919, we bought one package of your Diener Tomato Seed and sold 100 plants to our customers for trial and all were well pleased with this variety, as it has stood the worst drought we have had for years and fruited up till frost.

This year we are going to increase our sowing, as we have orders already booked for plants at planting time.

Respectfully,

HARPER FLORAL CO.

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

Mr. C. E. Oldacre of Toronto, Canada, under date of Sept. 20, 1920, writes us the following regarding the Diener Tomato:

"A friend of mine, with whom I shared some plants this Spring, after weighing a couple today that tipped the scales at 1 $\frac{1}{4}$ pounds each, said, 'It certainly pays to buy the best seeds, for the plants occupy no more space than the poorer sorts, and you get so much greater returns for your labor. I would depend on anything Diener puts out after I have seen his Tomato.'"

Mr. Richard Diener, Kentfield, Cal.

My Dear Mr. Diener: I have looked over the Glads you sent me and find that they came through O. K. I want to thank you heartily for the generous treatment you have accorded me and I shall certainly do all I can in your behalf. The express charges were nearly \$3.00, but I feel that you have more than recompensed me in the extra counts, samples, and size of the bulbs.

I thought when I received the flattering reports of your customers that they had gone wild, but I believe them now, every one of them.

I received a letter from Geo. S. Woodruff (Independence, Iowa,) the other day and he wanted to buy all of Diener's stock that I didn't want and offered me an advanced price. I kindly wrote him that I could not spare any. He lists some of your varieties and speaks well of them.

I shall order more next Spring and will report after blooming period. Again thanking you, I remain,
Very kindly yours,

B. M. WADE.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Hazelhurst, Wis., March 17, 1920.

Gentlemen: The shipment of bulbs reached me today and the order is now complete. Let me thank you for your generosity and particularly for the extra bulbs. The Diener's Hybrids came with the first shipment and I want to say they are such wonderful looking I am eager with anticipation to see what they produce.

I have always purchased all of my bulbs from Mr. Kunderd and must say he produces some very lovely flowers. This year he has sold his entire output to one man, but I am getting some choice bulbs from Maurice Fuld in New York. I can now have a little competitive contest all to myself.

Thanking you again, I am,

Yours very truly, MRS. EUGENE E. TERRELL.

* * * *

Mr. Richard Diener, Kentfield, Cal.

Roslindale, Mass., Aug. 15, 1919.

Dear Sir: Would you kindly send, if possible, one of your 1916 Catalogues. Hope this is not asking too much of you to look up a Catalogue so far back. My father (Benjamin R. Norley) and I wish to look up some of your Gladioli which were in the Catalogue then.

Some of the Gladioli which we received from you last Spring are now in bloom. The one which stands out strongest in our minds is Frank J. Symmes, that is, of the ones that have blossomed so far.

We went to the Gladioli show at Boston and, not to flatter ourselves, we could have added another foot to the Jack London there. Nearly all of our bulbs from you are throwing flower spikes 5 to 6 feet high and two spikes to a bulb.

My father will write you later on about the Gladioli.

Hoping not to put you to too much trouble, I remain,

ARTHUR B. NORLEY.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Long Branch, N. J., Aug. 22, 1920.

Dear Sirs: Your Gladioli are marvelous, especially your named varieties, such as, Victory, American Beauty, Elsie Rose, Frank J. Symmes, Mrs. Mary Stearns Burke, Jack London and Mrs. H. E. Bothin. With a favorable season I am satisfied that they would have been the ne plus ultra of all Gladioli. The long spell of wet weather caught some of them and of course the size and coloring did not come out as it should. However, Kunderd never grew anything to equal them. I have grown his fine ones, such as Snow Glory (\$15.00), and many others, and they cannot rival yours. Martha Fernekes spiked toward the end of the bad weather, and was so water logged and weak that it did not open; but, I feel sure under half way favorable weather conditions it is a wonderful flower.

Please book me for some good blues if you have succeeded in getting any for 1921.

Very truly yours,

JOSEPH FIELD.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Boston, Mass., Jan. 13, 1920.

Gentlemen: The Gladiolus I purchased from you last season were eminently satisfactory and helped considerably to make the garden not only attractive to ourselves, but to all of our neighbors as well. The new bulbs have kept well and are in splendid condition for planting in the Spring.

Yours very truly,

A. B. CLOUGH.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

San Francisco, Cal., March 27, 1920.

Gentlemen: I have received the Gladiolus bulbs and am very much pleased with the way you do business. They are fine, large and clean ones, and you were liberal in the count. If you get out a Catalogue or price list, I will be pleased to have you send me one, as I expect to order again next year.

Respectfully,

A. J. NICOLL.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Selma, Ala., April 14, 1920.

Gentlemen: The little package with the two Blackberry plants came before your letter. I must say that I have never received anything in such beautiful condition, or so well packed. The paper is still perfectly wet and the plants cool and fresh. The Catalogue also came and that is a feast for weary eyes in itself.

Thanking you for your promptness and interest, I remain,

Very truly yours,

MRS. J. B. EVANS.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Salem, Mass., March 22, 1920.

Dear Sirs: Bulbs arrived in good condition and I am more than pleased with them. I thank you for the good, generous amount you sent me. I hope I will have good luck with them and be able to show them to my friends. I expect to send you a large order next Fall. I am,

Sincerely yours,

JOHN J. HALEY.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Manitowoc, Wis., May 23, 1920.

Gentlemen: Enclosed find P. O. money order for \$20.00, balance due you. I wish to thank you many times for your fair treatment, liberal count and fine bulbs. You certainly ought to get the business if you treat everyone like you treated me. Please do not forget me with a Catalogue next Fall.

Again thanking you and wishing you a successful season, I remain,

Respectfully,

JOHN KRUMDICK.

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

Richard Diener Co., Inc., Kentfield, Cal.

Dear Sirs: Your Tomato is wonderful, absolutely blight resisting; a very heavy cropper; the finest of fruit; and non-rotting in protracted wet weather. In fact it is better in every way than you say it is.

Very truly yours,

Long Branch, N. J., Aug. 22, 1920.

JOSEPH FIELD.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Lowville, N. Y., April 12, 1920.

Gentlemen: The shipment of Gladioli Bulbs have been received and I wish to thank you for the liberal count and choice stock which you sent. The bulbs are the finest I have ever received and will look forward to the time they will bloom with much pleasure.

Remaining, I am,

Very truly yours,

C. FRED BOSHART.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Cleveland Heights, O., March 22, 1920.

Gentlemen: My package of Bulbs arrived today. I enjoyed the unpacking and wish to thank you for the generous number of extras. I appreciate every one of them. Shall take pleasure in the planting and care of these new varieties and hope to be able to give you a gratifying report in the Fall.

Yours truly,

MRS. STELLA M. ANTISDALE.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Santa Barbara, Calif.

Dear Sirs: The 100 Bulbs of Gladiolus arrived today and are without doubt the finest we have ever received. Very many thanks for these in such quality.

Yours very truly,

E. O. ORPET.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Hohokus, N. J., Feb. 3, 1920.

Gentlemen: The bulbs and seeds received today in good condition. The bulbs are fine and the packing for shipment the best that I have ever seen. Was inclined to think the charges for postage, etc., were somewhat excessive until I opened the packages. The charges were very well taken care of in the extras that you included, the Jack London alone well taking care of them.

I am, of course, anticipating a lot of pleasure from the development of these new bulbs and seeds.

Thanking you, I am,

Very truly yours,

J. GILBERT MEARNS.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Adel, Iowa, March 30, 1920.

Dear Sirs: I received some bulbs from you last year, but owing to sickness and excessive rains, did not get them dug before severe freezing. They were all good but the Thomas T. Kent surpassed everything in size, and I might say, in beauty.

Sincerely yours,

M. J. GRAHAM.

* * * *

Richard Diener Co., Inc., Kentfield, Cal.

Modesto, Cal., April 6, 1920.

Gentlemen: Stock just to hand. Quantity, quality and packing beyond réproach.

J. B. HILL.

* * * *

Richard Diener Co., Inc.

Paulding, Ohio, Aug. 25, 1919.

Dear Sirs: I have put Diener on the map so far as Paulding, Ohio, is concerned and Paulding is considered the best Gladoli town in northwestern Ohio. Anna Eberius is proving very popular and florists write me for the cuttings. Your Thos. T. Kent is the most vigorous grower I have, with the largest spike, as many as fourteen flowers out at one time. Miss Maud Fay is fine; Mrs. John R. Walsh is fine; Mr. Wm. Kent is delicate and a very fine flower; it is worth the money. Mrs. John R. Walsh runs 5 feet 7 inches and Thomas T. Kent runs nearly 6 feet.

The mixed bulbs that you sent me have surely been wonderful. Among them there are many spikes nearly 6 feet tall and all sorts of shades and tints, many of them very beautiful. I have spent hours and hours in the field of mixed bulbs, seeing if I could discover their proper names from your catalogue. I think I have a number of them. Today I have a flower that looks very much like Wm. Kent in full bloom. It is pronounced the best thing in the garden. I also had four or five clear, light salmon pink, with scarcely any markings at all; fine large flowers and spikes about 5 feet in height, as many as eight blooms out at once.

I wish to say that you will have a great demand for mixed bulbs from Paulding this coming year. Mr. J. E. R. told me this morning he wanted to buy a thousand, Dr. J. H. N. will buy a thousand, and in all probability E. B. will buy a thousand. My garden is a place of resort for discussion of Gladioli. I have visitors to it from Cincinnati, Toledo, Van Wert, Defiance and a score of other surrounding towns. Two ladies from Cincinnati visited the garden Sunday. They seemed to be flower growers and great lovers of flowers and said the garden was the finest they had ever seen and that there was nothing in Cincinnati to compare with it. The florist a Bryan stated he had never seen anything as good.

I surely believe that you have Kunderd greatly outclassed, although he has some very good varieties and I would not at all in any way want to show any prejudice against them because he really has some fine things; but to my mind your flowers are even better ruffled than his, much better in size and color.

I am always glad to hear from you and will keep you advised as to progress here. I shall have bloom in my garden for twenty or thirty days yet. It has been blooming now since the 24th of June. I have at least a thousand spikes still to bloom.

Yours truly,

W. H. PHIPPS.

* * * *

Mr. Richard Diener, Kentfield, Cal.

Paulding, Ohio, Dec. 2, 1919.

My Dear Sir: Please send me your new Catalogue.

I had your H. A. Hyde, Anna Eberius, H. A. Bothin, Jack London, American Beauty, Diener's White, Capt. Asher Carter Baker, Elsie Rose, Mrs. Wm. Kent, Ina Collins, T. T. Kent and others in my trial ground, and H. A. Hyde was the one that attracted the most attention and was admired by everybody. I had one large bulb last spring and now have two large and 20 bulblets. Anna Eberius, H. A. Bothin, Thos. T. Kent, American Beauty and Diener's White, Jack London had quite a number of admirers. Mr. H. A. Hyde was certainly a beauty and have had a number of opportunities to sell my bulbs of this variety, but so far I have refused to do so. Would like to have more of them and I am going to keep all the bulblets to increase my stock.

Yours truly,

EDWARD BUCK.

THE LAWS OF HYBRIDIZING

Discovered by RICHARD DIENER

IN publishing this book it is to satisfy the hundreds of requests which have been received during the last few years. . . . A discovery of tremendous importance to everyone interested in plant-breeding and plant life. Any form and size of flowers, fruits and grains can be obtained by application of these laws, in the quickest possible way. They are the first workable laws ever discovered in plant-breeding. Included is an explanation of What Plant Life is; Animal Life in Relation to Plant Life; What Plant Sports are, and other valuable information. A book elegantly printed and illustrated. Price \$5.00.

RICHARD DIENER

KENTFIELD, MARIN COUNTY, CALIFORNIA

NOTE—Checks or Money Orders sent in for this book should not be included in payment of any seed, bulb or plant order and should be made payable to *Richard Diener*, only



202 - Miss John R. Walsh



38 - Jack London



203 - Mrs. Eberius



188 - Mrs. Mary Stearns Burke

Flowers greatly reduced.

Richard Diener Co., Inc.,
Kentfield, Marin County,
California.



©
P&D

PETUNIA FLESH PINK FRILLED
"PEARL OF KENTFIELD"